

GERALD MARTIN GOLDHABER, Ph.D.

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 website: www.goldhaber.com

EDUCATION: Ph.D. (1970)
 Purdue University
 Major: Organizational/Interpersonal Communication
 Minors: Industrial Psychology
 Statistics/Measurement
 Dissertation: Experimental Study of the Effect of Ego-Involvement
 (directed by W. Charles Redding)
 M.A. (1967)
 University of Maryland
 Major: Communication Theory
 Minor: Statistics/Measurement
 Thesis: Listener Comprehension of Compressed Speech
 (directed by Carl H. Weaver)
 B.A. (1965)
 University of Massachusetts
 Major: Speech
 Minor: Political Science

EMPLOYMENT HISTORY: Director, Graduate Studies, Department of Communication
 State University of New York at Buffalo (1999 – 2004)

 Chairman, Department of Communication
 State University of New York at Buffalo (1979 – 1988)

 Associate Professor (1974 – 2004) and Associate Chairman
 Department of Communication, State University of New York at Buffalo (1974 – 1975)

 Assistant Professor Department of Speech Communication
 University of New Mexico (1970 – 1974)

 President, Goldhaber Research Associates, LLC (GRA)
 1525 Amherst Manor Dr., Williamsville, NY 14221, a company that provides survey
 and polling information to decision makers in corporations, political and campaign groups,
 public organizations and the entertainment arts. GRA designs and evaluates warnings for
 clients in business, industry and government (1978 - present).

SELECTED
HONORS AND
AWARDS:

Visiting lecturer, University of Montreal (April, 1978)
Visiting lecturer, Communication Institute, Hebrew University, Jerusalem (1984)
Visiting lecturer, National Chengchi University, Taiwan (1988)
Visiting lecturer, Tamkung University, Taiwan (1988)
Visiting lecturer, People's University of China, Beijing (October, 1998)
Visiting lecturer, Macquarie University, Sidney, Australia (November, 1998)
Visiting lecturer, Chinese University of Hong Kong (November, 1998)
Visiting lecturer, University of Barcelona (June, 1999)
Visiting lecturer, Universitat Pompeu Fabra, Barcelona, Spain (June, 1999)

New York Speech Communication Association, Scholar of the Year Award (1986)

Temple Beth El of Greater Buffalo, 1995 Volunteer Services Award (January, 1996)

Eastern Communication Association, Spotlight Award (April, 1996)

Mortar Board Society, State University of New York at Buffalo, Honorary Member
(May, 1996)

National Society of Fund Raising Executives, Philanthropy Award (November, 1999)

MAJOR
PROFESSIONAL
MEMBERSHIPS:

American Psychological Association
Human Factors and Ergonomics Society
International Communication Association (Vice President 1974-1976)
Marketing Research Association

MAJOR
UNIVERSITY
AND COMMUNITY
SERVICE:

Temple Beth El of Greater Buffalo
Vice President (1990-1992); President (1992-1994); Chairman of the Board (1994-1997)
Shea's Center for the Performing Arts, Buffalo, NY
Member, Board of Directors (1991-2002); Executive Committee Member (1994-
2002); First Vice Chairman and CEO (1995-1997); Chairman of the Board of Directors
(1997-2000)

WBEN-AM, Buffalo, NY – Political Analyst and Commentator (1980-Present)

WXXI-AM, Rochester, NY – Political Analyst and Commentator (1990-Present)

State University of New York at Buffalo – Human Subjects Review Committee (1996)

State University of New York at Fredonia – Member, Fredonia College Foundation Board
of Directors (1997-2004); Vice Chairman of the Board (2001-2002); Chairman Elect
(2003-2004)

Opera Niagara – Member, Board of Directors, (1998-Present)

State University of New York at Buffalo, School of Informatics – Divisional Committee Chairman (2002-2004); Personnel Committee (2002-2004)

State University of New York at Buffalo – Academic Adjudication Committee (2002-2004)

PRIMARY Human Communication Research – Review Editor (1979)
EDITORIAL Communication Yearbook – Contributing Editor (1979)
ASSIGNMENTS: Organizational Communication Abstracts – Editorial Board (1974-1994)
Journal of Communication – Advertising Manger (1970-1973); Contributing Editor (1976-1978)

COMMUNICATION University of Wisconsin - River Falls (1974)
CURRICULUM University of South Florida (1975)
CONSULTANT FOR: University of Texas - San Antonio (1976)

PUBLICATIONS: BOOKS

Goldhaber, G.M., Organizational Communication (Dubuque, Iowa: W.C. Brown, 1974, 2nd Ed., 1979, 3rd Ed., 1983, 4th Ed, 1987, 5th Ed., 1990, 6th Ed., 1993, McGraw-Hill, New York, NY; 7th Ed., 2002, SUNY Press, Buffalo, NY; 8th Ed., 2003, Buffalo, NY).

Translated by O. Wiio into Finnish, Organisatio Viestinta (Helsinki: Weilin and Goos, 1981). Translated by Jose Balaguer into Spanish, Comunicacion Organizacional (Mexico City: Editorial Diana, 1984).

Burns, P., Shaner, S., Gartenberg, H., Mitchell, J., Eckert, M. and Goldhaber, G.M., Instructor's Manual for Organizational Communication (5th Ed.), (Dubuque, Iowa: W.C. Brown 1990).

Peterson, B., Goldhaber, G.M., and Pace, R.W. Editors), Communication Probes (Chicago: SRA, 1974, 2nd Ed., 1977, 3rd Ed., 1982).

Rosenfeld, L., Goldhaber, G.M., and Smith, V., Experiments in Human Communication, (New York: Holt, Rinehart, Winston, 1975).

Goldhaber, G.M. and Goldhaber, M.B. (Editors), Transactional Analysis, (Boston: Allyn and Bacon, 1976).

Zannes, E. and Goldhaber, G.M., Stand Up and Speak Out (Reading, MA: Addison Wesley, 1978, 2nd Ed., 1983).

Goldhaber, G.M. (Editor) Improving Institutional Communication (San Francisco: Jossey-Bass, 1978).

Goldhaber, G.M., Dennis, H., Richetto, G., and Wiio, O., Information Strategies: New Pathways to Corporate Power (Englewood Cliffs, NJ: Prentice Hall, 1979, 2nd Ed., 1984, Norwood, N.J.: Ablex Publishing Co.).

Goldhaber, G.M. and Rogers, D., Auditing Organizational Communication Systems: The ICA Audit (Dubuque, Iowa: Kendall-Hunt, 1979).

Goldhaber, G.M. and Barnett, G., (Editors) Handbook of Organizational Communication (Norwood, NJ: Ablex Publishing Co. 1988).

CHAPTERS IN BOOKS

Goldhaber, G.M. and Goldhaber, M.B., "Is Your Organization OK?" in Everybody Wins: Transactional Analysis Applied to Organizations by Dorothy Jongeward (Editor) (Reading, MA: Addison-Wesley Co., 1973) pp. 266-271.

Goldhaber, G.M., "Effects of Speech Compression Training on Comprehension of Native Speakers of English, Spanish, and Navajo," in Time-Compressed Speech by Sam Duker (Ed.), (Metuchen, NJ: Scarecrow Press, 1974), pp. 730-35.

Goldhaber, G.M., E. Baker and G. Richetto, "T.A. and O.D.: Research Needs," in Transactional Analysis by G.M. and M.B. Goldhaber (Eds.) (Boston: Allyn and Bacon, 1976) pp. 346-351.

Goldhaber, G.M., "Communication Variables in Organizations," in Reader in Library Communication by M. B. Cassata and R. C. Palmer (Eds.) (Englewood, CO: Information Handling Services, Library and Education Division, 1976) pp. 146-163.

Goldhaber, G.M., and Goldhaber, M.B., "A Model For Assessing the Effectiveness of T.A. Training for Airlines Personnel", in Transactional Analysis by G.M. and M.B. Goldhaber (Editors) (Boston: Allyn & Bacon, 1976) pp. 351-357.

Goldhaber, G.M., "Games Organizations Play", in Transactional Analysis by G.M. and M.B. Goldhaber (Eds.) (Boston: Allyn and Bacon, 1976), pp. 164-178.

Goldhaber, G.M., "Gay Talk", in Urban Communication, W. Arnold and J. Buley (Eds.) Winthrop Publishing Co., 1977, 82-115.

Goldhaber, G.M., "Evaluating Internal Communication: The ICA Communication Audit," in Improving Institutional Communication, G.M. Goldhaber (Ed.) (San Francisco: Jossey-Bass, 1978), pp. 37-54.

Rogers, D. and G.M. Goldhaber, "Conducting One's Own Communication Audit", in Improving Institutional Communication, G.M. Goldhaber (Ed.) (San Francisco: Jossey-Bass, 1978) pp. 55-70.

- Goldhaber, G.M. and D. Rogers, "Reporting Results of Communication Audits", in Improving Institutional Communication, G.M. Goldhaber (Ed.) (San Francisco: Jossey-Bass, 1978) pp. 71-92.
- Goldhaber, G.M. and W. Knoer, "Warm Flesh, Not Cold Plastic", in Communication Probes, B. Peterson, G. Goldhaber, R. Pace (Eds.)(Chicago: SRA, 1982, 3rd Ed.), pp. 97-103.
- Goldhaber, G.M. and M.B. Goldhaber, "Transactional Analysis", in Communication Probes, B. Peterson, G. Goldhaber, R. Pace (Eds) (Chicago:SRA, 1982, 3rd Ed.), pp. 141-144.
- Goldhaber, G.M., "Charisma," in Communication Probes by B. Peterson, G. Goldhaber, R. Pace (Eds.) (Chicago: SRA, 1982, 3rd Ed.), pp. 237-243.
- Goldhaber, G.M. and D. Rogers, "Data Based Communication Consulting" in The Standard Handbook of Business Communication, D. Gootnick and M. Gootnick (Eds.) (New York: The Free Press 1984), pp. 321-349.
- Goldhaber, G.M. and V. di Salvo, "The Communication Revolution" in Communicating Employee Responsibilities and Rights, C. Osigweh (Ed.) (New York: Quorum Books, 1987) pp. 119-132.
- Goldhaber, G.M., "The Effectiveness of Warnings in Preventing Residential Pool Diving Accidents" in Accident Prevention and Safe Design of Residential Swimming Pools, L. Kowalsky and R. Weiner (Eds.) (New York: National Swimming Pool Foundation, 1996)
- Goldhaber, G.M., "The Jury's Perspective in Products Liability Litigation: The Role of Communication Theory" in Products Liability in New York: Strategy and Practice, N. Goldberg (Ed.) (Albany, NY: New York State Bar Association, 1997) pp. 773-821.
- Goldhaber, G.M., "Communication Variables in Organizations", in Readings in Communication, T. Jacobson and C. O'Donnell (Eds.) (Buffalo, NY: SUNY at Buffalo, 1997) pp. 55-73.
- Goldhaber, G.M., "Organizational Communication in 1976: Present Domain and Future Directions", in Organizational Communication and Change, P. Salem (Ed.) (Cresskill, NJ: Hampton Press Inc., 1998).
- Goldhaber, G.M., (The Jury's Perspective in Products Liability Litigation: The Role of Communication Theory" in Products Liability in New York: Strategy and Practice: N. Goldberg (Ed.) (Albany, NY: New York State Bar Association, Supplement 2002) pp. 299-301.

ARTICLES

Goldhaber, G.M. and C.H. Weaver, "Listener Comprehension of Compressed Speech When the Rate of Presentation, Difficulty of the Content and Sex of the Listener are Varied," Speech Monographs, 35: 20-25, March 1968.

Goldhaber, G.M., "Listener Comprehension of Compressed Speech as a Function of Academic Level of Subject," Journal of Communication, 20: 167-73, June, 1970.

Goldhaber, G.M., "A Content Analysis of Two Employment Manuals with Implications for Theory X-Y Management Assumptions," EPS 11: 426-31, April, 1971.

Goldhaber, G.M. and J. Kline, "Effects of Videotape on Attendance and Attitude in the Fundamentals of Speech Communication Course", Speech Teacher, 21: 93-98, March, 1972.

Goldhaber, G.M., D. Fossum, and S. Black, "College Student and State Police Attitudes and Attitude Perceptions of Each Other," Law and Order, 20: 101-6, April, 1972.

Goldhaber G.M., "Communication at the University," Western Speech, 36: 169-80, Summer, 1972.

Goldhaber, G.M., "PAUSAL: A Computer Program to Identify and Measure Pauses," Western Speech, 7: 23-6, Winter, 1973.

Goldhaber, G.M., "Communication is More Than Just Talking," College and University Business, January 1973, 36-41.

Goldhaber, G.M., "Communication at the University - Part II," Western Speech, 38: 157 61, Summer, 1974.

Goldhaber, G.M., "The Status of Organizational Communication Research," Journal of Applied Communication Research, 3: 114-116, November, 1975.

Goldhaber, G.M., "Managing The Impossible: So You Want to be a Department Chairperson?" Association for Communication Administration Bulletin, 15: 28-30, January 1976.

Goldhaber, G.M., "Organizational Communication-State of the Art," Vital Speeches of the Day, 42:268-73, February 15, 1976.

Goldhaber, G.M., "Data Gathering and Theory Building," Association for Communication Administration Bulletin, 18: 27-30, October 1976.

- Goldhaber, G.M., and P. Krivonos, "The ICA Communication Audit: Process, Status, Critique," The Journal of Business Communication, 15: 41-56, Fall, 1977.
- Goldhaber, G.M., H. Jain, I. Meadows, N. Agarwal, "Process Training," The Canadian Personnel and Industrial Relations Journal, 25: 18-29, March 1978.
- Goldhaber, G.M., M. Yates, D. Porter, and R. Lesniak, "Organizational Communication Research-- State of the Art: 1978", Human Communication Research, 5: 76-96, 1978.
- Lesniak, R., M. Yates, G.M. Goldhaber, W. Richards, "NEGOPY and NETPLOT," Connections: Bulletin of the International Network for Social Network Analysis, 1: 26-29, Winter, 1978.
- Dennis, H., G.M. Goldhaber, M. Yates, "Organizational Communication Theory and Research: An Overview of Research Methods," Communication Yearbook, 2: 243-269, 1978.
- Goldhaber, G.M., "Warm Flesh Beats Cold Plastic," Vital Speeches of the Day, 45: 683-688, September 1, 1979.
- Jain, H., R. Kanungo, and G.M. Goldhaber, "Attitudes Towards A Communication System: A Comparison of Anglophone and Francophone Hospital Employees," Human Communication Research, 6: 178-84, Winter, 1980.
- Wiio, O., G.M. Goldhaber, M. Yates, "Organizational Communication Research: Time for Reflection?", Communication Yearbook 4: 83-97, 1980.
- Goldhaber, G.M., "The Charisma Factor--Using it To Win Elections," Campaigns and Elections Journal, 2: 4-17, Spring, 1981.
- Goldhaber, G.M., "A Pollster's Sampler: An Analysis of Presidential Polling Techniques," Public Opinion, 7: 47-50, 53, June-July 1984.
- Goldhaber, G.M. and M.A. deTurck, "Effects of Consumers' Familiarity with a Product on Attention to and Compliance with Warnings," Journal of Products Liability, 11:1, 29-37, March 1988.
- Goldhaber, G.M. and M.A. deTurck, "A Dimensional Analysis of Signal Words," Forensic Reports, 1: 193-206, 1988.
- Goldhaber, G.M. and M.A. deTurck, "Effectiveness of Warning Signs: Gender and Familiarity Effects," Journal of Products Liability, 11: 271-284, 1988.
- Goldhaber, G.M., and M.A. deTurck, "Effectiveness of Warning Signs: "Familiarity Effects". Forensic Reports, 1:281-301, 1988.

- deTurck, M.A. and G.M. Goldhaber, "Perjury and Deceptive Judgments: How Timing and Modality of Witness Deception Affect Jurors' Deceptive Judgments". Communication Quarterly, 36: 4, 276-289, Fall 1988.
- Goldhaber, G.M. and M. A. deTurck, "Effects of Product Warnings on Adolescents in an Educational Setting," Product Safety and Liability Reporter, 11: 949-955, September 1988.
- deTurck, M.A. and G.M. Goldhaber, "Effectiveness of Product Warning Labels: Effects of Consumers' Information Processing Objectives". Journal of Consumer Affairs, 23: 1, 111-126, Summer 1989.
- deTurck, M.A., G.M. Goldhaber, G.M. Richetto, "Effectiveness of Product Warnings: Effects of Language Valence, Redundancy and Color" Journal of Products Liability. 12: 93-102, 1989.
- deTurck, M.A. and G.M. Goldhaber, "Effectiveness of Signal Words in Product Warnings: Effects of Familiarity and Gender," Journal of Products Liability. 12: 103-113, 1989.
- deTurck, M.A. and G. M. Goldhaber, "A Developmental Analysis of Warning Signs: The Case of Familiarity and Gender," Journal of Products Liability. 13:1, 65-78, March, 1991.
- deTurck, M.A. and G.M. Goldhaber, "Reward, Affect, and Attitude Change," Speech Communication Annual, 5, 23-35. Geneseo, NY: The New York State Speech Communication Association, 1991.
- deTurck, M.A., G. M. Goldhaber, and G. M. Richetto, "Uncertainty Reduction in Product Warnings: Effects of Fear and Color," Journal of Products Liability. 13: 339-346, 1991.
- deTurck, M.A., G. M. Goldhaber, and G. M. Richetto, "Uncertainty Reduction in Product Warnings: Effects of Fear in Signal Word and Hazard Statement," Journal of Products Liability. 13: 329-338, 1991.
- deTurck, M.A., G. M. Goldhaber, G. M. Richetto, M.J. Young, "Effects of Fear-Arousing Warning Messages," Journal of Products Liability. 14: 3/4, 217-223, 1992.
- deTurck, M.A., G. M. Goldhaber, G. M. Richetto, "Effectiveness of Warnings on Alcoholic Beverages: Consumers' Information Processing Objectives and Level of Fear," Journal of Products Liability. 14: 3/4, 329-339, 1992.

- deTurck, M.A., G. M. Goldhaber, G. M. Richetto, "Familiarity and Awareness: Effects of Conscious Versus Nonconscious Safety Information," Journal of Products Liability, 14: 3/4, 341-350, 1992.
- deTurck, M.A. and G. M. Goldhaber, "Effects of Information Processing Objectives on Persuasion," Speech Communication Annual, 6, 79-106. Geneseo, NY: The New York State Speech Communication Association, 1992.
- Goldhaber, G. M., "A National Survey About Parent Awareness of the Risk of Severe Brain Injury From Playing Football." Journal of Athletic Training, 28:4, 306-311, Winter, 1993.
- deTurck, M.A. and G. M. Goldhaber, "A Developmental Analysis of Warning Signs: The Case of Familiarity and Gender," in Human Factors Perspectives on Warnings: Selections from Human Factors and Ergonomics Society Annual Meeting Proceedings, 1980-1993. Santa Monica, CA: Human Factors and Ergonomics Society, 72-76, 1994.
- deTurck, M.A., G. M. Goldhaber, and G. M. Richetto, "Effectiveness of Alcohol Beverage Warning Labels: Effects of Consumer Information Processing Objectives and Color of Signal Word," Journal of Products and Toxics Liability. 17:3,187-195, 1995.
- Goldhaber, G. M., "E-mail: Tool or Torment?", Communication World, 24-26, August-September, 2001.
- Goldhaber, G.M., "Communication Audits in the Age of the Internet." Management Communication Quarterly, 15:3, 447-453, February, 2002.
- Vishwanath, A. and G. M. Goldhaber, "An examination of the factors contributing to adoption decisions among late diffused technology products", New Media & Society, 5 (4), 547-572, 2003.

CONFERENCE PROCEEDINGS

- deTurck, M.A. and G.M. Goldhaber, "Consumers' Information Processing Objectives and Effects of Product Warnings," Proceedings of the Human Factors Society, 32: 445-449, October, 1988.
- Goldhaber, G.M. and M.A. deTurck, "A Developmental Analysis of Product Warning Effects: The Case of Gender and Familiarity", Proceedings of the Human Factors Society. 33: 1019-1023, October, 1989.

Goldhaber, G.M., "The Design and Evaluation of An On-Product Warning: Applying a Theoretical Model", Proceedings of the International Ergonomics Association, Triennial Congress, August, 2003. (Peer Reviewed)

CONGRESSIONAL TESTIMONY

Statement of G. M. Goldhaber before the Subcommittee on Transportation, Tourism and Hazardous Materials of the Committee on Energy and Commerce, U.S. House of Representatives on H. R. 4543, The Cigarette Testing and Liability Act of 1988." June 8, 1988.

Statement of G. M. Goldhaber before the Committee on Labor and Human Resources, U.S. Senate on S1883, The Tobacco Product Education and Health Protection Act of 1990." February 20, 1990.

Statement of G. M. Goldhaber before the Subcommittee on Health and the Environment of the Committee on Energy and Commerce, U.S. House of Representatives on H. R. 5041, The Tobacco Control and Health Protection Act." July 12, 1990.

Statement of G. M. Goldhaber before the Subcommittee on Health and the Environment of the Committee on Energy and Commerce, U.S. House of Representatives on H. R. 2147, The Fairness in Tobacco and Nicotine Regulation Act of 1993." March 25, 1994.

INTERVIEWS AND BIBLIOGRAPHIES

Goldhaber, G.M. and V.R. Smith, "Time-Compressed Speech: An Annotated Bibliography: ERIC, Speech Communication Module, July, 1973.

Goldhaber, G.M., "In Industry, Failure to Communicate," Newsday, 29: October 20, 1975 (interview).

Goldhaber, G.M., "Public Opinion Polling," PR Reporter, 20:3, May 23 1977; 20: 3, May 30, 1977; 20: 3, June 6, 1977; 20: 4, June 13, 1977, (A 4-part series of interviews on public opinion polling).

Goldhaber, G.M., "Image Making is Part of Scientific Approach in Campaigning," Campaign Insights, 8: 1-4, October 1977, (Interview).

Goldhaber, G.M., "McLuhan's Disputed Effect on Advertising," Ad Week, 22: 20-22, February 23, 1981 (Interview).

Goldhaber, G.M., "Charisma Factor: Secret to Rating Rubes on the Tube," Washington Star, C-2, July 10, 1981 (Interview)

Goldhaber, G.M., "Information is Lost in Electronic Meetings," Meeting News, 6:1 1,18, February 1982 (Interview).

Goldhaber, G.M., "How Gus Blythe Smelled Opportunity," Forbes, October 3, 1988 (Interview).

Goldhaber, G.M., "Silly Warnings", CBS Morning News, February 20, 1991 (Appearance/ Interview).

Goldhaber, G.M., "Human Factors Design: In Search of Effective Warnings," Medical Device & Diagnostic Industry, 60-66, November 1991 (Interview).

Goldhaber, G.M., "Product Paranoia," U.S. News and World Report, February 24, 1992 (Interview).

Goldhaber, G.M., "Buffalo: Operation Fizzle," Time, 33, May 4, 1992 (Interview).

Goldhaber, G.M., "Does "No Fear" Really Promote No Restraint," San Jose Mercury News, 11C, November 6, 1993 (Interview).

Goldhaber, G.M., "The Science of Crying Wolf," Boston Globe, April 21, 1996 (Interview).

Goldhaber, G.M., "To Warn or Not to Warn, That is the Safety Question," Business First, April 22, 1996 (Column).

Goldhaber, G.M., "Danger: Warning Labels May Backfire", Wall Street Journal, April 28, 1997 (Interview).

Goldhaber, G.M., "Weird Warnings", Buffalo News, January 28, 2000 (Interview).

NATIONAL AND INTERNATIONAL LECTURES AND PAPERS

Monterrey, Mexico: International Symposium on Communication, October 1975. Delivered keynote address on organizational communication and conducted a workshop on communication audits.

Kobe, Japan: Communication Association of the Pacific, Distinguished Scholars Program, June, 1976. Delivered paper on communication audits.

Manila, Philippines: Philippine-American Communication Conference, July 1976. Presented paper on communication audits.

London, England: Communication Studies Group, May 1977. Presented paper on communication audits.

Berlin, Germany: International Communication Association, June 1977. Presented three papers and conducted a workshop on communication audits.

Brussels, Belgium: European Institute for Advanced Studies in Management, March, 1979. Presented paper on communication audits to Symposium on Organizational Communication.

Jerusalem, Israel: Visiting Lecturer, Hebrew University Communication Institute, March 1984.

Tokyo, Japan: World Media Conference, November, 1984. Presented paper on media and election projections.

Madrid, Spain: Symposium on the Informatic Revolution in the Mass Media, Association of European Journalists, October, 1985. Presented paper on communication technologies.

Mexico City, Mexico: Congress of the Mexican Association of Business Communicators, September 1987. Presented paper on communication technologies.

Taipei, Taiwan: Meeting of the Asia and World Institute, October 1988. Presented paper on 1988 Presidential Election.

Taipei, Taiwan: Congress of the Chinese Institute of Public Opinion, November 1988. Presented paper on effects of public opinion polling.

Taipei, Taiwan: Visiting lecturer, National Chengchi University, 1988.

Taipei, Taiwan: Visiting lecturer, Tamkung University, 1988.

Taipei, Taiwan: Member International Observation/Inspection Team to oversee National Taiwanese elections, December 1989.

Orlando, Florida: Trial Strategies Program sponsored by The Travelers, December 1989. Featured speaker on "The Problem of the Human Factors Engineer."

Orlando, Florida: Human Factors Society, 34th Annual Meeting, October 1990. Conducted workshop on "The Design and Development of Product Warning Systems."

Atlanta, Georgia: Human Factors Society, 36th Annual Meeting, October 1992. Conducted workshop on "The Design and Development of Product Warning Systems."

Chicago, Illinois: Defense Research Institute, Mid-Year Meeting, September 1993. Featured speaker on "Product Design and Warnings, The Impact of ANSI Z535."

Washington, DC: U.S. Consumer Product Safety Commission, February 1997.
Participant in Chairman Ann Brown's Roundtable on "How to Motivate Young Teens to Use Safety Gear."

Beijing, China: Visiting lecturer, People's University of China, International Political Science and Journalism Departments, October 1998.

Sidney, Australia: Visiting lecturer, Macquarie University, Department of Media and Communication Studies, November 1998.

Hong Kong, China: Visiting lecturer, Chinese University of Hong Kong, Department of Journalism and Communication, November 1998.

Barcelona, Spain: Visiting lecturer, University of Barcelona, Institute of Social Sciences, June 1999.

Barcelona, Spain: Visiting lecturer, Universitat Pompeu Fabra, Political Science and Communication Studies Departments, June 1999.

Atlanta, Georgia: American Law Firm Association, Product Liability Practice Group Seminar, May 2000. Featured speaker on "The Design and Development of Product Warning Systems."

Atlanta, Georgia: National Communication Association, Annual Convention, November 2001. Featured speaker on "Communication Audits in the Age of the Internet."

Chicago, Illinois: International Association of Business Communicators, International Conference, June 2002. Featured speaker on: "E-mail vs. Face-to-Face Communication."

Further, I have received several academic honors and awards, research grants and completed many university and community service assignments as well as published several monographs and additional articles in non-refereed journals and delivered papers and speeches or conducted workshops at over 200 meetings of professional and local organizations.

August 2006



GOLDHABER RESEARCH ASSOCIATES, LLC

RECENT TRIAL & DEPOSITION TESTIMONY
GERALD M. GOLDHABER, Ph.D.

TRIAL TESTIMONY

Roach v. Para-Chem (2002 OH)
Robinson Knife v. Smart Inventions (2002 NY)
Rourke-Nichols v. Baxter Healthcare (2002 CA)
Batten v. Wattyl (2002 FL)
Colyer v. Brush Wellman (2002 CA)
Anderson/Oliver v. Coleman (2003 UT)
Jone v. Coleman (2004 MO)
Covas v. Coleman (2005 FL)

DEPOSITIONS

Kennedy v. Baxter Healthcare (2002 MN)
Young v. Rheem (2002 MI)
Batten v. Wattyl (2002 FL)
Smith v. DaimlerChrysler (2002 DE)
Leos v. Fun Marina (2002 AL)
Roach/Falkner v. Para-Chem (2002 OH)
Bleier v. Makita (2002 NY)
Holliday v. Super Stores (2002 NV)
Colyer v. Brush Wellman (2002 CA)
Odom v. Yokohama (2002 SC)
York v. Klockner (2002 MO)
CPSC v. Daisy Mfg. (2003 DC)
PPA Litigation (2003 TX)
Mull v. Brush Wellman (2003 CA)
Rutledge v. Bell Sports (2003 CA)
Jordan v. Suzuki (2003 NY)
Cardenas/Morales v. Bayer (2003 TX)
Kemp v. Metabolife (2003 LA)
Bush v. Coleman (2003 TX)
Torres v. Pacific Industries (2004 KY)
Knight v. Metabolife (2004 CA)
Jone v. Coleman (2004 MO)
Reed v. Aearo (2005 TX)
Malo v. Martin Industries (2006 NY)
Garner v. Fellowes (2006 MO)
Braswell v. Agri-Fab (2006 LA)



GOLDHABER RESEARCH ASSOCIATES, LLC

**LEGAL CONSULTING
FEE SCHEDULE**

GERALD M. GOLDHABER, PH.D.

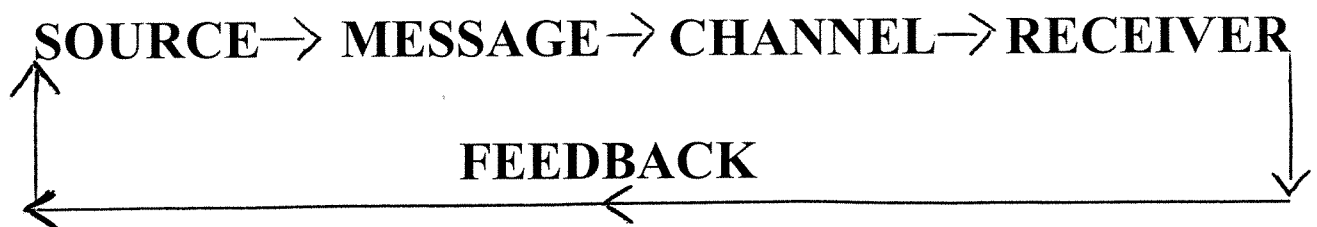
1. \$10,000 retainer fee prior to start of case work
2. \$575/hour for review of depositions, materials, phone calls, travel and meeting time, etc.
3. \$5,500/day for deposition (plus expenses: travel and travel time, hotel, meals, etc.)
4. \$6,000/day for trial testimony (plus expenses: travel and travel time, hotel, meals, etc.)
5. Any direct costs related to the pending case.

**DIRECTOR OF LIBRARY RESEARCH
PAUL C. LEINER, MLS**

1. \$295/hour for research and reference services

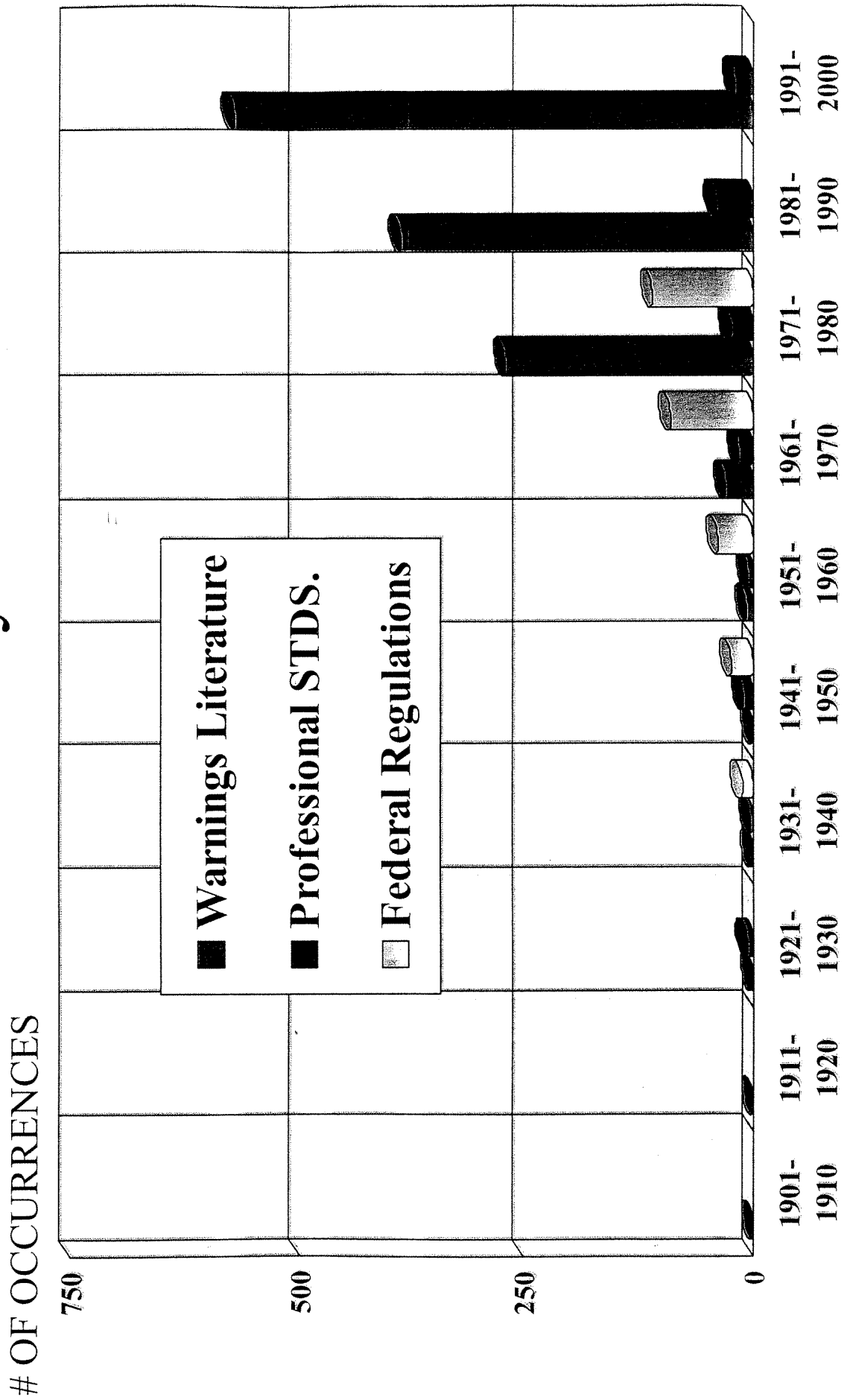
October 5, 2006

COMMUNICATION MODEL



History of Warnings

Summary Slide



The Role of the Immediate Supervisor in Informing Subordinates

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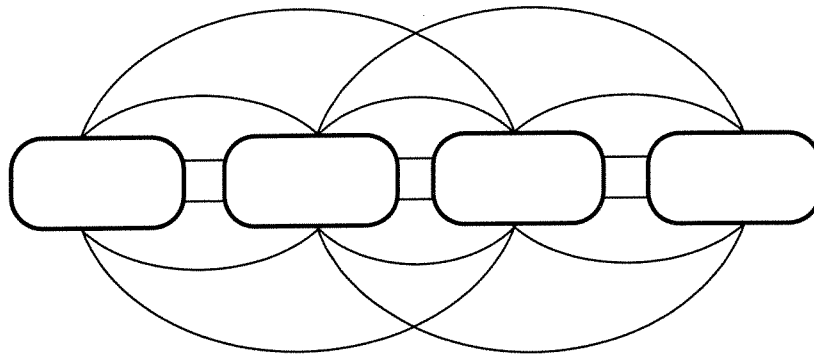
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Sixth Edition

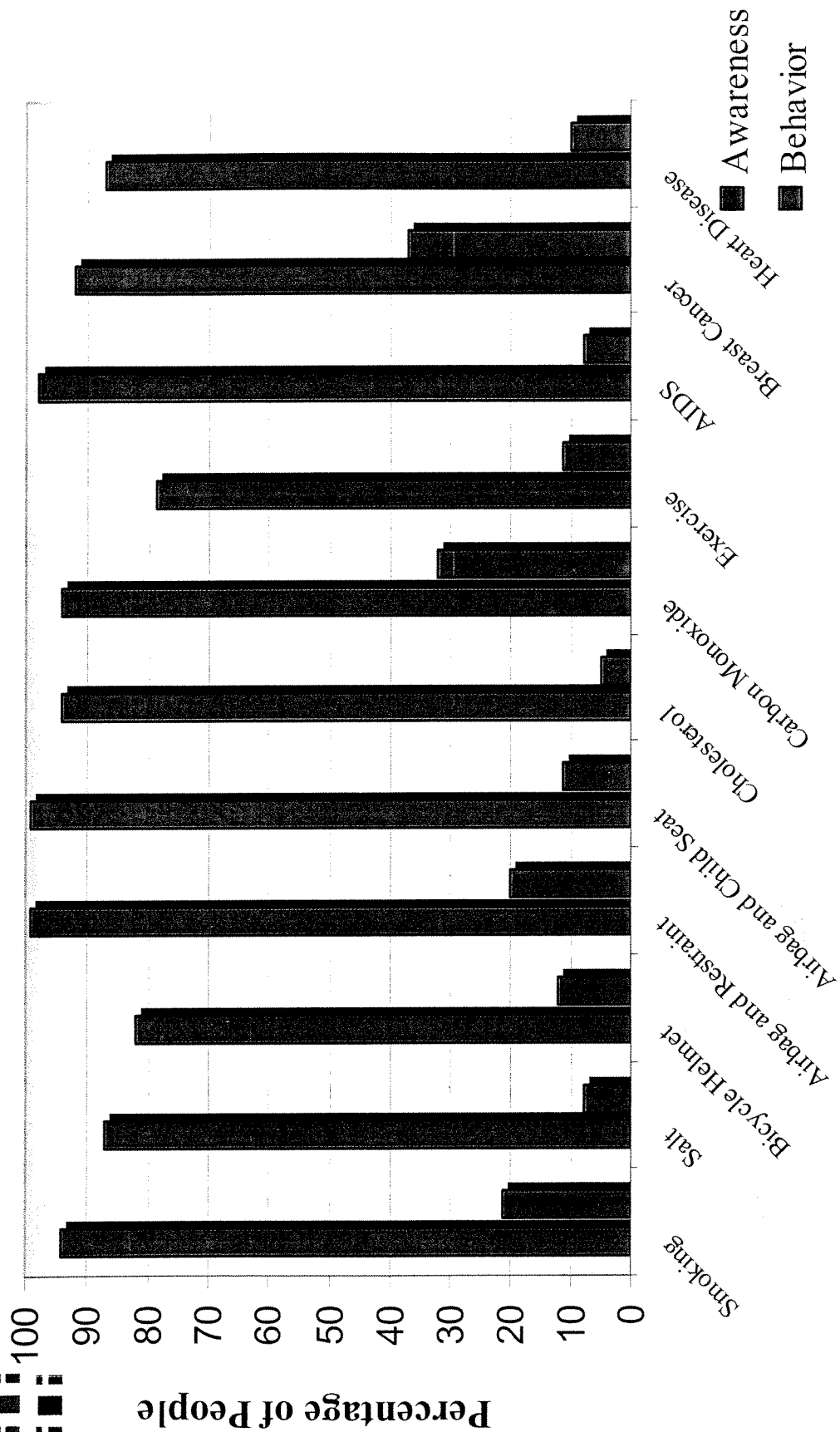


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Awareness/Belief vs. Behavior



INEFFECTIVENESS OF WARNINGS

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